

Transportation Safety Summit

October 21, 2015

OCCUPANT PROTECTION & HIGH RISK POPULATIONS



Contents

- ◆ Occupant Protection SHSP Emphasis Area
- ◆ High Risk (low use) populations
- ◆ Effective countermeasures and strategies
- ◆ Resources



Occupant Protection Emphasis Area

- ◆ One of four Emphasis Areas
- ◆ Five key strategies
 - ◆ Prioritize efforts geographically and by target populations with low use rates.
- ◆ Data driven



Louisiana's High Risk Populations

- ◆ Nighttime drivers
- ◆ Pickup trucks
- ◆ Rear seat occupants
- ◆ African-Americans



Nighttime Drivers

- ◆ MAP-21 includes nighttime drivers as High Risk
- ◆ Observations surveys and crash analysis
- ◆ Surveys conducted in 2012, 2013, & 2015
- ◆ 75% in 2012 vs 86%
- ◆ 81.9% in 2013 vs 87.7%
- ◆ 84.4% in 2015 vs 89.8%



Nighttime Drivers

- ◆ 9.2% increase in driver compliance from 2013
- ◆ 4.1% increase in passenger compliance
- ◆ High Visibility Enforcement model
- ◆ Mandatory grant enforcement
- ◆ Paid and earned media



Pickup Trucks

- ◆ Lowest use among vehicle types
- ◆ 80.3% (PU) vs 87.1% (car) in 2015
- ◆ 78.5% (PU) vs 85.5% (car) in 2014
- ◆ Over represented in unbelted fatalities



Pickup Trucks

- ◆ 25% of fleet
- ◆ Buckle Up In Your Truck campaign
- ◆ Paid and earned media



Back Seat Passengers

- ◆ Significantly lower compliance
- ◆ 2010 – 2014 averaged about 55%
- ◆ 2015 – jumped to 68.9%
- ◆ Pickup trucks still lowest vehicle type – 55.1%



Back Seat Passengers

- ◆ Education, outreach and media messaging stressing all positions
- ◆ Enforcement for all positions



African-American Usage

- ◆ Lowest of any race all survey years
- ◆ 78.8% vs 89.1% for white drivers in 2015
- ◆ 78.9% vs 88.9% for all front seat occupants
- ◆ Essentially unchanged since 2014 survey while others are increasing.



African-American Usage

- ◆ Definition of insanity?
 - ◆ Doing the same thing and expecting different results
- ◆ HVE model (CIOT & BUIYT) and targeted paid media for several years – not moving the numbers



African-American Usage

- ◆ Enforcement-based messaging least effective
- ◆ Regional Traffic Safety Coalitions must become local outreach and education leaders.
- ◆ Partner with community leadership to promote traffic safety



Resources

- ◆ Annual seatbelt observation surveys
 - ◆ State & regional data
- ◆ LSU – Highway Safety Research Group
 - ◆ Traffic Records Data Report
 - ◆ Crash statistics
 - ◆ SHSP dash boards



Resources

- ◆ Louisiana Highway Safety Commission
- ◆ LA Department of Transportation & Development
- ◆ Louisiana Center for Transportation Safety



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